

Events Policy & Suitability of Events

Cabinet	18th November 2021
Report Author	Penny Button - Director of Neighbourhoods
Portfolio Holder	Cllr George Kup, Cabinet Member for Community Safety and Youth Engagement
Status	For Decision
Classification:	Unrestricted
Key Decision	No
Previously Considered by	Overview and Scrutiny - 26th October 2021
Ward:	All Wards

Executive Summary

This report details a review of the current Thanet District Council events policy, processes and proposes the revised Event Policy and introduction of the Suitability of Events document along with an update in fees and charges.

Events help to contribute to the local economy in Thanet. There were over 230 events organised in Thanet over the last few years (this is a reduced number due to the COVID 19 pandemic). These events help to promote the culture, build community spirit, and contribute to increasing visitors to the area.

These events included:

- Red Bull Quicksands
- Great Bucket and Spade Run
- Broadstairs food Festival
- Dickens Festival
- Kite Surfing Championships
- Margate Festival

The updated policy will enable organisers to understand the events process, giving them guidance and support when organising events in Thanet. The policy outlines the importance of safety, identifying that events need to be covid-19 compliant, and that organisers need to be thinking about reducing carbon emissions in line with the climate emergency called by TDC in 2019.

TDC will also include workshops for event organisers and other training and learning opportunities.

The new fees and charges establish a clear charging framework to ensure that the costs of hiring council land is transparent from the beginning of the process.

Recommendation(s)

Cabinet is asked to agree the following recommendations:

1. The adoption of the events policy to include the Suitability of Events document and new fees and charges;
2. That TDC liaise with Town Councils and Margate Trustees informing them of events happening locally (see pg.3, Paragraph 4, Point ix in the events policy)

Corporate Implications

Financial and Value for Money

Events play a key role in providing economic benefits to the area of Thanet. Events help to boost the visitor economy. Over the last few years, events have helped to support the visitor economy and have attracted tourists to the area.

The tourism economy in Thanet as of 2018 was worth £319 million with a rise of 4.2 million tourists in 2017 (Thanet District Council, 2019). The total number of jobs rose to 7,950 with tourism accounting for 19% of all jobs in the Thanet District.

These documents will provide a clear framework of events processes and procedures for both the event organiser and Thanet District Council.

Events incur costs to Thanet District Council in officer time, resources used and additional services provided. We offer a clear outline of the costs and organisers will be charged when using Thanet District Council Services.

New fees and charges will be put in place for the new budget year 2021/2022, which will implement an increase in land hire.

Legal

Thanet District Council has a duty of care to ensure that events are managed safely and that all the relevant departments and agencies are working effectively in partnership to achieve this.

Within the Events Policy, it lists legislation and guidance that is relevant to the event process, however, this is not an exhaustive list.

Through the internal consultation of the Policy, Legal Services has reviewed and commented on the Draft Events Policy and suitability of events document.

Due regard must be had to the Public Sector Equality Duty generally and in relation to the implementation of changes to fees and charges.

Corporate

These documents are an updated version of the previous events policy to ensure it is now inline with new guidance and world issues.

The policy reflects Thanet District Council's core business objectives:

Growth - We will continue to ensure we work to consider new ways to generate income and invest our current resources. Delivering a Council that is financially strong to discharge its services and invest in the growth of the District.

By encouraging communities, organisations and businesses to hold events in Thanet. These events encourage the growth of the local and visitor economy.

Environment - Having a clean and well-maintained environment remains important to us. We will be clear with our residents on what we will do and what our tasks of residents are – cultivating a shared responsibility approach. Delivering a clean and accessible living environment, maintaining an emphasis on prevention but where necessary we will use an enforcement approach.

The events policy asks event organisers to think about their carbon emissions providing a template document (Climate Change Impact Assessment Form) within the events application pack. The policy aims to offer event organiser support and additional learning about their climate change responsibilities identifying how we can work together to create a better environment. The policy also outlines the organisers and TDC responsibilities to keep event sites clear.

Communities - Through effective partnership working with both the public sector agencies and the community, we will provide leadership and direction across the District and the region to ensure everyone is working to the same goal. Delivering high-quality housing, safer communities and enhancing the health and wellbeing of our residents.

Working with partners to help encourage events that benefit local communities. Permitting a variety of events that help people to make informed lifestyle choices by engaging in a broad range of sports, leisure and coastal activities within our communities and ensuring that they are organised safely.

Equality Act 2010 & Public Sector Equality Duty

Members are reminded of the requirement, under the Public Sector Equality Duty (section 149 of the Equality Act 2010) to have due regard to the aims of the Duty at the time the decision is taken. The aims of the Duty are: (i) eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act, (ii) advance equality of opportunity between people who share a protected characteristic and people who do not share it, and (iii) foster good relations between people who share a protected characteristic and people who do not share it.

Protected characteristics: age, sex, disability, race, sexual orientation, gender reassignment, religion or belief and pregnancy & maternity. Only aim (i) of the Duty applies to Marriage & civil partnership.

This report relates to the following aim of the equality duty: -

- To eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act.
- To advance equality of opportunity between people who share a protected characteristic and people who do not share it
- To foster good relations between people who share a protected characteristic and people who do not share it.

The Council encourages diversity and equality in all events organised in Thanet through working with a diverse range of event organisers. The Council aims to ensure that those from a variety of cultures and backgrounds are given equal support so they can deliver a wider range of multicultural events that help to promote community cohesion and encourage equality.

The events policy will support events in Thanet ensuring that they contribute towards The Council's equality duties, which are; Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act, Advance equality of opportunity between people who share a protected characteristic and those who do not; and Foster good relations between people who share a protected characteristic and those who do not.

TDC aims to do this by encouraging events that celebrate different cultures giving people a greater understanding. Removing or minimising disadvantages suffered by people due to their protected characteristics.

Taking steps to meet the needs of people from protected groups to participate in public life or in other activities where their participation is disproportionately low.

An equality Impact Assessment was undertaken. Please see annex 5.

CORPORATE PRIORITIES

This report relates to the following corporate priorities: -

- Growth
- Environment
- Communities

1.0 Introduction and Background

1.1 Thanet has a popular events calendar with new events being introduced year on year.

1.2 The events sector is an important part of the regeneration of Thanet with the introduction of larger events that give the area a higher profile i.e; Red Bull Quicksands and Turner Prize. This aims to be the start of changing the process for the better. We aim to introduce a refreshed events policy, supporting documentation and the implementation of a new online event process by 2022. We hope to boost the profile of events and encourage more people to want to organise events within their communities.

- 1.3 Thanet District Council aims to support events as they contribute to the culture and heritage of Thanet and positively impact the economy. We look to introduce additional learning opportunities for event organisers and work with partners and agencies to ensure that all events held in Thanet are safe for the public. TDC will provide documents that guide organisers from start to finish of event planning.
- 1.4 The updated documents hope to streamline the process and reduce the number of documents making the process more user friendly and efficient. After conducting a benchmarking exercise we were made aware that the prices for hiring land needed to be adjusted as TDC recognises that events do bring a cost. The event process includes land hire costs to help with the upkeep of the land as they are subject to wear and tear.

2.0 Why the changes need to be made

- 2.1 The documents have been created to make improvements to support event organisers and ensure the process is easily understandable. The changes have been made due to feedback received from event organisers during debriefs, from officers attending the Kent Safety Advisory Group and discussing with other Kent councils how their events processes work. It has been identified that the process is currently out of date and event organisers would benefit from an updated process.
- 2.2 The policy provides information on what to expect from TDC, while identifying the terms and conditions they are expected to follow when hiring council land. In order to support the policy, we have reviewed and implemented new event application templates to give organisers detailed information when planning an event. We felt it was important to include the recent climate change emergency that TDC called for in 2019, so that event organisers start to think about how to offset their carbon emissions and encourage carbon zero events by 2030. TDC is also in the process of implementing an online events process where organisers can directly interact with the Safety Advisory Group.
- 2.3 Key changes that the policy brings include:
- Including terms and conditions that event organisers need to agree to at the start of the application process
 - Introducing information on carbon zero events and supporting organisers with information on how to reduce their environmental impact
 - Establishing refreshed fees and charges schedule based on the type of land hired as well as the type and size of event.
 - Updated event sites identifying the areas owned by TDC to be used for local events.
 - Removing beaches from the event site list to ensure wildlife and the environment is protected or only allowing the use of beaches in the off season
 - TDC to inform parish councils of local events
- 2.4 The revised fees and charges schedule is based upon everything that TDC will need to charge to cover costs, ensuring that they are not detracting from other services being provided. The charges will no longer be based on the type of site, and will now be based on the size and type of event.

2.5 The following examples show the change in costs of an event currently and the proposed:

Example	Pre policy	Post Policy
<i>Community 1 day event</i>	Standard site: £51 Premium site: £76	Small: 51 Medium: £76 Large: £152 Major: £304
<i>Commercial 1 day event</i>	Premium Site: £325 Standard Site: £225	Small: £225 per day Medium: £325 per day Large: £725 per day Major: £1025 per day
<i>Enthusiast 1 day event</i>	Premium Site: £155 per day Standard Site: £105 per day	Small: £155 per day Medium: £225 per day Large: £425 per day Major: £625 per day
<i>Charity 1 day event</i>	<u>National Charity</u> Premium Site: £ 155 Standard Site: £105 <u>Regional Charity</u> Premium Site: £102 Standard Site: £77	<u>National Charity</u> Small: £106 per day Medium: £156 per day Large: £206 per day Major: £306 per day <u>Regional Charity</u> Small: £78 per day Medium: £103 per day Large: £153 per day Major: £253 per day
<i>Active Recreation</i>	No land hire charged	No land hire charged
<i>Armed Forces</i>	No fees charged	No fees charged

3.0 Options

3.1 Agree the adoption of the events policy. The events policy needs refreshing due to it being written in 2016. TDC needs to ensure events documents are streamlined and easy for organisers to understand and use. As well as being updated with current world issues such as the recent pandemic and the climate change emergency.

3.2 Agree to not adopt the events policy.

3.3 Propose changes and agree adoption of the events policy.

Contact Officer: *Elle Sutton (Community Officer)*

Reporting to: *Penny Button (Director of Neighbourhoods)*

Annex List

<i>Annex 1</i>	<i><u>Draft Events Policy</u></i>
<i>Annex 2</i>	<i><u>Suitability of Events</u></i>
<i>Annex 3</i>	<i><u>Fees and Charges</u></i>
<i>Annex 4</i>	<i><u>End of Consultation Document</u></i>
<i>Annex 5</i>	<i><u>Equality Impact Assessment</u></i>

Corporate Consultation

Finance: Gregg Duggan - Finance Manager

Legal: Judith Woodward - Senior Lawyer (Contracts & Procurement)